

# PRIVACY POLICY

Hash Gallery (Selkie Collection Ltd)

*Last updated: March 2026*

## 1. Who We Are

Hash Gallery is operated by Selkie Collection Ltd, a company registered in England and Wales (Company Registration Number 16883844). Our registered office is at 71-75 Shelton Street, Covent Garden, London WC2H 9JQ.

For the purposes of UK data protection law, Selkie Collection Ltd is the data controller in respect of personal data collected through our newsletter service.

We are committed to protecting your privacy and handling your personal data in a transparent, lawful, and responsible manner in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## 2. What Personal Data We Collect

When you subscribe to our newsletter, we collect the following personal data:

Data Type	Details
Email address	Required to deliver the newsletter to you
First name	Used to personalise communications (if provided)
Subscription preferences	Your interests or content preferences, if you choose to share them
Engagement data	Opens, clicks, and interaction with newsletters (collected automatically by our email platform)
IP address and device data	Collected automatically at the point of subscription and on email engagement for security and analytics purposes

We do not collect sensitive personal data (also known as special category data) through our newsletter service. We do not ask for your payment details, national insurance number, or any information relating to health, religion, ethnicity, or political views.

## 3. How and Why We Use Your Data

We use your personal data for the following purposes:

- Sending you our newsletter, including updates on exhibitions, artists, new works, events, and gallery news
- Personalising newsletter content based on your stated preferences
- Analysing newsletter performance to improve future communications
- Complying with our legal obligations

### Our Lawful Basis for Processing

Under UK GDPR, we must have a lawful basis for processing your personal data. Our lawful basis is:

**Consent (Article 6(1)(a) UK GDPR):** We rely on your freely given, specific, informed, and unambiguous consent as our lawful basis for sending you marketing communications. You provide this consent when you actively subscribe to our newsletter by ticking a consent box or completing our sign-up form.

You have the right to withdraw your consent at any time. Withdrawal of consent will not affect the lawfulness of processing carried out before withdrawal.

## 4. How We Collect Your Data

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We collect your personal data through the following means:

- Our website newsletter sign-up form
- Sign-up forms at physical or digital events and exhibitions
- Direct sign-up requests submitted by email or in person, where you have expressly requested to be added to our mailing list

We do not add individuals to our newsletter list without their express prior consent. We do not purchase mailing lists or obtain your contact details from third parties for newsletter purposes.

## 5. How Long We Keep Your Data

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We will retain your personal data for as long as you remain subscribed to our newsletter. If you unsubscribe, we will:

- Remove you from our active mailing list within 10 business days of your request
- Retain a suppression record of your email address to ensure we do not accidentally add you to our list again, unless you re-subscribe
- Delete or anonymise all other personal data associated with your subscription within 12 months of unsubscription, unless we are required by law to retain it for longer

Where we are under a legal obligation to retain records (for example, for accounting or compliance purposes), we will retain only the minimum data necessary and for no longer than the legally required period.

## 6. Who We Share Your Data With

We do not sell, rent, or trade your personal data. We may share your data with the following categories of third parties, solely to enable us to operate our newsletter service:

Recipient	Purpose
Email platform provider	To deliver newsletters to you and provide analytics (acts as a data processor on our behalf under a data processing agreement)
IT and website support providers	To maintain the systems through which you subscribe and we manage our mailing list
Legal and regulatory authorities	Where required by law, court order, or to protect our legal rights

All third-party service providers who process personal data on our behalf are subject to contractual obligations and are required to process your data only in accordance with our instructions and applicable data protection law.

## 7. International Data Transfers

Some of our third-party service providers (including email platform providers) may process or store data outside the United Kingdom. Where we transfer your personal data to countries that do not provide a level of protection equivalent to UK data protection law, we ensure that appropriate safeguards are in place, including:

- UK International Data Transfer Agreements (IDTAs) or equivalent contractual protections approved by the Information Commissioner's Office (ICO)
- Transfers to countries with an adequacy decision from the UK Secretary of State

You may contact us if you wish to obtain further information about the specific safeguards in place for any international transfers of your data.

## 8. Your Rights

Under UK GDPR, you have the following rights in respect of your personal data:

Right	What it means
Right to withdraw consent	You may unsubscribe at any time by clicking the unsubscribe link in any newsletter, or by contacting us directly
Right of access	You may request a copy of the personal data we hold about you

<b>Right to rectification</b>	You may ask us to correct inaccurate or incomplete data
<b>Right to erasure</b>	You may ask us to delete your personal data, subject to any legal retention obligations
<b>Right to restriction</b>	You may ask us to restrict our processing of your data in certain circumstances
<b>Right to data portability</b>	You may ask us to provide your data in a structured, commonly used, machine-readable format
<b>Right to object</b>	You may object to our processing of your data where we rely on legitimate interests as our lawful basis
<b>Right to complain</b>	You have the right to lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of the above rights, please contact us using the details in Section 10. We will respond to all requests within one month of receipt. In complex cases or where we receive a high volume of requests, we may extend this period by a further two months, and we will notify you if this is the case.

We will not charge a fee for exercising your rights unless your request is manifestly unfounded or excessive.

## 9. Cookies and Email Tracking

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Our newsletter emails may contain tracking pixels — small image files that allow us to record whether you have opened an email and which links within it you have clicked. This information helps us understand the effectiveness of our communications and improve future newsletters.

Tracking pixels are standard practice among email providers. The data they collect is associated with your email address and processed by our email platform provider. If you wish to prevent tracking, you can disable image loading in your email client. Please note that disabling images will not prevent you from receiving our newsletters.

## 10. Contact Us and How to Complain

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If you have any questions about this Privacy Policy, wish to exercise your rights, or have a concern about how we handle your data, please contact us:

<b>Data Controller</b>	Selkie Collection Ltd t/a Hash Gallery
<b>Address</b>	71-75 Shelton Street, Covent Garden, London WC2H 9JQ
<b>Email</b>	info@hashgallery.digital
<b>Company No.</b>	16883844

If you are not satisfied with our response, you have the right to complain to the Information Commissioner's Office (ICO), the UK's supervisory authority for data protection matters:

- Website: [www.ico.org.uk](http://www.ico.org.uk)
- Helpline: 0303 123 1113
- Address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

## 11. Changes to This Policy

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We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or the way we operate our newsletter service. When we make material changes, we will notify existing subscribers by email and update the 'Last updated' date at the top of this document.

We encourage you to review this policy periodically to stay informed about how we are protecting your data.

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*This policy is governed by the laws of England and Wales. This document does not constitute legal advice. Hash Gallery recommends obtaining independent legal advice to ensure compliance with applicable data protection obligations.*